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Mary Ellen Denison
Mary Ellen Denison

01-27-2003

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Trademark Application
for "101% REAL"

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Applicant: Itoro Ephraim Akpaffiong
d/b/a 101 PercentReal.com

Serial No.: 76/039,911

Filed: May 3, 2000

01-27-2003

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #01

International
Class No.: 25

Published in the Official Gazette:
October 29, 2002
Page TM 61

**THIRD REQUEST FOR EXTENSION OF TIME
TO FILE NOTICE OF OPPOSITION**

Levi Strauss & Co., headquartered at 1155 Battery Street, San Francisco, California 94111, by its attorneys and under the provisions of Rule 2.102(c) of the Trademark Rules and practice, hereby moves the Honorable Trademark Trial and Appeal Board for its Order granting potential Opposer an additional 30 days, to and including February 26, 2003, during which it may file a Notice of Opposition against Application Serial No. 76/039,911 of Itoro Ephraim Akpaffiong d/b/a 101 PercentReal.com, seeking registration of "101% REAL" for the goods identified in said application.

Third Request for Extension
Serial No. 76/039,911

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Applicant's mark was published for Opposition at Page TM 61 of the Official Gazette of October 29, 2002.

A prior aggregate extension of time of 90 days was requested on December 23, 2002.

SHOWING OF GOOD CAUSE

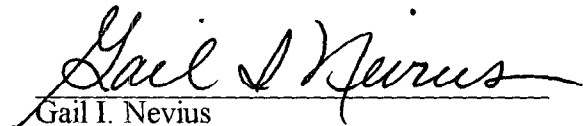
The requested extension of time for filing a Notice of Opposition is not requested for purposes of delay. Good cause for such extension is shown in that the potential Opposer needs extended time within which to investigate the above application and discuss the matter of protecting potential Opposer's rights in its marks and the propriety of filing a Notice of Opposition.

Potential Opposer submits the requisite showing of good cause contemplated by Rule 2.102(c) has been satisfied by the statements set forth above.

DATED: January 27, 2003

Respectfully submitted,

By:



Gail I. Nevius
Legal Strategies Group
5905 Christie Avenue
Emeryville, California 94608
Telephone: (510) 450-9600
Fax: (510) 450-9601

Attorneys for Potential Opposer
Levi Strauss & Co.


CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing:

THIRD REQUEST FOR EXTENSION OF TIME TO FILE NOTICE OF OPPOSITION
was served by first class mail on:

Dwayne L. Mason
AKIN, GUMP, STRAUSS, HAUER & FELD, LLP
711 Louisiana, Suite 1900
Houston, TX 77002

Attorneys for Applicant,
this 27 day of January, 2003


Mary Ellen Denison

Third Request for Extension
Serial No. 76/039,911



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01-27-2003

January 27, 2003

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #01

VIA EXPRESS MAIL

Box TTAB NO FEE
The Assistant Commissioner for Trademarks
Trademark Trial and Appeal Board
2900 Crystal Drive
Arlington, Virginia 22202-3513

Re: Application Serial No. 76/039,911
Applicant: Itoro Ephraim Akpaffiong
d/b/a 101 PercentReal.com
Mark: 101% REAL
Opposer: Levi Strauss & Co.
Second Request for Extension of Time to File Notice of Opposition

Dear Sir or Madam:

Enclosed please find an original and two copies of the Third Request for Extension of Time to File Notice of Opposition in the above-referenced matter.

Please stamp the enclosed acknowledgment postcard "received" and return same to Vasuki Selvan, Legal Strategies Group, 5905 Christie Avenue, Emeryville, CA 94608.

Thank you for your assistance in this matter. If you should have any questions, please do not hesitate to contact Gail Nevius at (510) 450-9631.

Very truly yours,

Mary Ellen Denison
Mary Ellen Denison
Legal Secretary to Gail I. Nevius

Enclosures

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